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INFORMATION DISCLOSURE
STATEMENT BY APPLICANT

Complete if Known

Application Number 09/807,887

Filing Date 19 APR 2001

First Named Inventor ELDERING

Art Unit 2171

(Use as many sheets as necessary)

Examiner Name

SANTOS, PATRICK JD

Sheet 1 of 2 Attorney Docket Number T706-11

			U. S. PATENT D	OCUMENTS	
Examiner Initials*	Cite No.	Document Number Number-Kind Code ² (* troom)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number. Complete if Known litute for form 1449/PTO **Application Number** 09/807,887 INFORMATION DISCLOSURE **Filing Date** 19 APR 2001 STATEMENT BY APPLICANT First Named Inventor **ELDERING** Art Unit 2171 (Use as many sheets as necessary) **Examiner Name** SANTOS, PATRICK JD Attorney Docket Number Sheet 12 2 T706-11 of

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
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> Title of Invention

Consumer Profiling and Advertising Selection System

Application Number:

09/807887

Confirmation Number:

5900

First Named Applicant:

Charles Eldering

Attorney Docket Number: T706-11

Art Unit:

Examiner:

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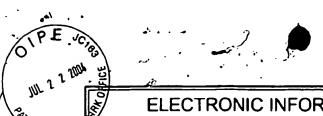
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Note: Applicant is not required to submit a paper copy of cited US Patent Documents

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Attorney Docket Number: T706-11

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Examiner:

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US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

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Sheet 1

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	09/807,887						
Filing Date	19 APR 2001	_					
First Named Inventor	ELDERING						
Art Unit	2171						
Examiner Name	SANTOS, PATRICK JD						
Attorney Docket Number	T706-11	J					

U. S. PATENT DOCUMENTS Examiner Cite Document Number Publication Date Name of Patentee or Pages, Columns, Lines, Where MM-DD-YYYY Initials* Nο Applicant of Cited Document Relevant Passages or Relevant Number-Kind Code^{2 (I known)} Figures Appear US US-US-US-US US-US US US-US-US-US 115 US-US-ÜS-US-US US

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Complete if Known Substitute for form 1449/PTO **Application Number** 09/807,887 Filing Date 19 APR 2001 INFORMATION DISCLOSURE First Named Inventor **ELDERING** STATEMENT BY APPLICANT Art Unit 2171 (Use as many sheets as necessary) **Examiner Name** SANTOS, PATRICK JD Attorney Docket Number T706-11 Sheet 1

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Examiner Initials*	Cite No.	Document Number Number-Kind Code ^{2 (f known)}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
K	AAB	^{US-} 4930011	05/29/1990	Kiewit; David A.	
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K	AAF	^{US-} 5930764	07/27/1999	Melchione, Anthony T.	
R	AAG		12/28/1999	Adler; Micah A.	
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Complete if Known e for form 1449/PTO **Application Number** 09/807,887 INFORMATION DISCLOSURE Filing Date 19 APRIL 2001 STATEMENT BY APPLICANT First Named Inventor **ELDERING, CHARLES A.** Art Unit 2161 (Use as many sheets as necessary) Examiner Name SANTOS, PATRICK JD Attorney Docket Number Sheet 2 2 T706-11 of

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
FC	Cl	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166.	
R	СК	ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	
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Examiner Signature	Mantz	Coby	Date Considered	1/13/06
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1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Electronic Version v18

Stylesheet Version v18.0

Title of Invention

Consumer Profiling and advertisement selection system

Application Number:

09/807887

Confirmation Number:

5900

First Named Applicant:

Charles Eldering

Attorney Docket Number:

T706-11

Art Unit:

2161

Examiner:

Patrick JD Santos

Search string:

(5796952 or 6643696 or 20020099812).pn

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FC	1	5796952	1998-08-18	DAVIS			
FC	2	6643696	2003-11-04	DAVIS			

US Published Applications

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
FC	_ 1	20020099812	2002-07-25	DAVIS			

Examiner Name	, Date
Alantz Coby	1/13/06

PT0/9B/08A (06-03) Approved for use through 07/3 1/2006, OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a codection of information unless it contains a valid DMB control number Complete if Known Substitute for form 1449/PTO Application Number 09/807,887 Filing Date 04/19/2001 INFORMATION DISCLOSURE First Named Inventor Eldering, Charles STATEMENT BY APPLICANT Art Unit 2152 Santos, Patrick JD (Use as many sheets as necessary) Examiner Name Altomey Docket Number 1706-11

Exeminer	Cite	Occurred Number	Publication Date	Nome of Patersee or	Pages, Columns, Lines, Where
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Examiner Signature	Arantz	Coby	Considered	1/13/06	
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considered, include copy of this farm with hert communication to applicant. "Applicant's unique citation designation number (optional)." See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. "Enter Othec that laured the document, by the two-letter code (WPPO Standard ST.3). "For Japenese patent documents, the indication of the year of the right of the Emperor must precede the earlight number of the patent document. "Kind of document of document of the patent document, and the document under WIPO Standard ST.16 if possible, "Applicant is to place a check mark here if English tanguage."

the appropriate symbols as indicated on the document under WiPO Standard ST.16 if possible. "Applicant is to place a check mark here if English tanguage Translation is attached.

Translation is attached.

This coffection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or rotain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentially is governed by 33 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Child information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEEB OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Complete if Known							
Application Number	09/807,887						
Filing Date	19 APRIL 2001						
First Named Inventor	ELDERING, CHARLES A.						
Art Unit	2161						
Examiner Name	SANTOS, PATRICK JD						
Attomey Docket Number	T706-11						

		NON PATENT LITERATURE DOCUMENTS	
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R	CL	RASKUTTI, et al., "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5th Int'l Conference on User Modeling, Kaluna-Kona, HI, USA, 2-5 January, 1996.	
			

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Patrick JD Santos

Search string:

(5835087 or 6571279 or 6029195 or 5754938 or 5351075 or 20030037041 or

20010014868).pn

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
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Note: Applicant is not required to submit a paper copy of cited US Published Applications

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K	2	20010014868	2001-08-16	Herz			

Examiner Name	, Date
Martz Coby	1/13/06

Complete if Known Form PTO/SB/08A INFORMATION DISCUSSIBLE Filing Date
STATEMENT BY APPLICANT First Named Investor 09/807,887 19 APRIL 2001 First Named Inventor Eldering, Charles **Group Art Unit** 2161 (use as many sheets as necessary) Frantz Coby **Examiner Name** Attorney Docket Number | T706-11 of Sheet 1 U.S. PATENT DOCUMENTS

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Exr Initials	Country Code	Number	Kind Code (if known)	Name of Applicant of Cited Document	Publication of Cited Document MM-YYYY						
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R	Product Literature, Engage Technologies, "Engage. Discover", Copyright 1997, 13 pgs.	·T					
R	Marketing Literature, FireFly Corporation, "Firefly Passport", 8 pgs	T					
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Electronic Version v18

Stylesheet Version v18.0

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Charles Eldering

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Examiner:

Frantz Coby

Search string:

(5805974 or 6002393).pn

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init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FC	1	5805974	1998-09-08	HITE			
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Examiner Name	Date
Arantz Bby	1/13/06